**IN THE CLAIMS**

Please AMEND the claims in accordance with the following:

1. (Currently Amended) A method of delivering a non-uniquely identified name that substantially corresponds to a uniquely identified person, the method comprising:

accessing a private source dataset, not derived from public data sources, of uniquely identified persons, each person identified by one or more of a globally unique identifier and remains the sameremaining same throughout the lifetime of theeach person, the dataset comprising records comprising, for each uniquely identified person, a source name, a source unique identifier, a source date of birth, andor a source address;

accessing a target dataset containing non-unique persons anonymous data derived from at least one or more publicof pubic, private, proprietary, restricted access, or and customer-related datasets, excluding the private source dataset, the target datasetnon-unique persons data containing records forof non-uniquely identified persons not related to each other and having similar data, each record including aone or more of a target name, a target age, anda target age-date indicating an exact or approximate date of the target age, a target current and/or previous address, or target phone listings; and

for a particular source person in the source dataset, and in accordance with accessing the target dataset, automatically determining by a multi-stage matching and/or elimination process whether the particular source person corresponds to a particular target person in the target dataset and delivering the determination.

2. (Original) A method according to claim 1, wherein the automatically determining comprises matching a target identifier in the target dataset with an identifier of the particular source person when the identifier of the particular source person is available, whereby the uniquely identified particular person is determined to correspond to the particular target person.

3. (Original) A method according to claim 2, wherein the automatically determining further comprises matching the date of birth and name of the particular source person with the particular target person based on the name, the target age, and the target age-date of the particular target person, whereby the uniquely identified particular person is determined to correspond to the particular target person.

4. (Original) A method according to claim 3, wherein the automatically determining further comprises matching the address of the particular source person with the address of the particular target person, whereby the uniquely identified particular person is determined to correspond to the particular target person.

5. (Original) A method according to claim 4, wherein the automatically matching of addresses further comprises determining that the particular source person and the particular target person both have an address common to a set of current/previous addresses of the particular source person, where the set of current/previous addresses are obtained separately from and keyed to the source dataset.

6. (Original) A method according to claim 5, wherein the automatically determining further comprises determining a uniqueness of the source name of the particular source person, and based on the uniqueness, determining whether the source name corresponds to the target name of the particular target person.

7. (Original) A method according to claim 6, further comprising automatically finding one or more persons who have co-resided with the particular source person using another dataset.

8. (Original) A method according to claim 7, wherein the automatically finding of one or more persons who have co-resided with the particular person is based on whether the one or more persons have lived at the particular person's source address for a predetermined period of time, and is based on whether the one or more persons have lived at two consecutive current/previous addresses in the set of current/previous addresses of the particular source person.

9. (Original) A method according to any of claims 1 through 8, wherein the target dataset comprises a set of officers or directors of publicly traded companies, wherein the source dataset comprises a set of potential market participants, and wherein the determining of a correspondence between the particular source person and the particular target person indicates a substantial likelihood that the particular source person is a market participant that is also an officer or director of a publicly traded company.

10. (Currently Amended) A computer-implemented method of identifying a person, comprising:

~~given non-uniquely~~retrieving a source dataset of identified target names and target ages/addresses corresponding to target persons, ~~and using~~

generating a comprehensive public record dataset ~~produced~~ by combining multiple disparate public record databases, excluding the source dataset, of data of a general population including the target persons, the data of the general population including non-unique persons data containing records of non-uniquely identified persons not related to each other and having similar data, each record including one or more of a target name, a target age, a target age-date indicating an exact or approximate date of the target age, a target current and/or previous address, or target phone listings; and

automatically determining by a multi-stage matching and/or elimination process, without uniquely identifying information on ~~the~~a target person in the source dataset, with substantial certainty that a target name of the target person corresponds with a particular unique individual in the general population, thereby identifying the target person corresponding to the target name and delivering that determination.

11. (Original) A method according to claim 10, wherein the determining is based only on the target name and target age/address.

12. (Previously Presented) A method according to claim 10, wherein the determining is done by using the public record dataset to link the target person to the particular individual in the general population.

13. (currently amended) A method according to claim ~~12~~10, wherein the ~~key or identifier~~uniquely identifying information on a target person comprises a social security number or an identifier that serves as a proxy therefor.

14. (Original) A method according to claim 10, wherein the determining is based on at least one of a date of birth of the particular individual, a degree of uniqueness of the target name, and a set of previous/former addresses of the particular individual.

15. (Original) A method according to any of claims 10 through 14, wherein the target persons comprise officers or directors of publicly traded companies.

16. (Original) A method according to claim 15, wherein the determining of a correspondence between the particular unique individual in the general population with the target name indicates a substantial likelihood that the particular unique individual is an officer or director of a publicly traded company.

17. (Currently Amended) An apparatus for delivering a non-uniquely identified name that substantially corresponds to a uniquely identified person, the apparatus comprising:

a first storage storing a private source dataset, not derived from public data sources ~~and not derived from governmental data sources,~~ of uniquely identified persons, each person identified by one or more of a globally unique identifier ~~and remains the~~remaining same throughout ~~the~~ lifetime of ~~the~~each person, ~~the dataset comprising records comprising, for each uniquely identified person,~~ a source name, a source unique identifier, a source date of birth, ~~and~~or a source address;

a second data storage storing a target dataset containing non-unique persons~~anonymous~~ data derived from ~~at least~~ one or more public~~of pubic~~, private, proprietary, restricted access, or ~~and~~ customer-related datasets, excluding the private source dataset, the ~~target dataset~~non-unique data containing records ~~for~~of non-uniquely identified persons not related to each other and having similar data, each record including one or more of a target name, a target age, ~~and~~ a target age-date indicating an exact or approximate date of the target age, a target current and/or previous address, or target phone listings; and

a processing unit, for a particular source person in the source dataset, automatically determining by a multi-stage matching and/or elimination process whether the particular source person corresponds to a particular target person in the target dataset and delivering that determination.

18. (previously presented) The method according to claim 1, wherein the private source dataset consists of customer data.

19. (previously presented) The method according to claim 1, wherein the private source dataset is not stored on a portable device.

20. (previously presented)  The method according to claim 1, wherein determining whether the particular source person corresponds to a particular target person in the target dataset includes checking whether at least one of the source name, the source unique identifier, the source date of birth, and the source address of the uniquely identified person stored in the private source corresponds to the particular target person in the target dataset.

21. (currently amended)  The method according to claim 20, wherein said determining whether the particular source person corresponds to a particular target person in the target dataset includes a projected degree of accuracy that is ~~increase~~increased when checking whether more than one of the source name, the source unique identifier, the source date of birth, and the source address of the uniquely identified person stored in the private source corresponds to the particular target person in the target dataset.